

Message Text

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UNCLAS WELLINGTON 4623

E.O. 11652: N/A
TAGS: EALR, EGEN, NZ
SUBJECT: SEPTEMBER RETAIL SALES BELOW AUGUST

REF: WELLINGTON 3915

1. ON A SEASONALLY ADJUSTED BASIS (ALLOWING ALSO FOR TRADING DAYS) THERE WAS A DECREASE IN RETAIL SALES OF 0.7 PER CENT BETWEEN AUGUST AND SEPTEMBER 1976. RETAIL SALES DURING SEPTEMBER REACHED \$379.1 MILLION, 11 PER CENT ABOVE SEPTEMBER 1975.

2. THE STORE-TYPE GROUPS SHOWING THE GREATEST INCREASES BETWEEN AUGUST AND SEPTEMBER 1976 WERE GROCER AND DAIRY AND GENERAL DEPARTMENT AND VARIETY. APPAREL AND HOUSEHOLD APPLIANCES, ELECTRICAL GOODS, RADIOS, TELEVISION ETC. DECREASED SOME.

3. RETAIL SALES DURING THE SEPTEMBER 1976 QUARTER WERE \$1,127 MILLION, 14.7 PER CENT ABOVE THE SAME QUARTER OF 1975. AT CONSTANT PRICES RETAIL SALES WERE 2.9 PER CENT BELOW THE SEPTEMBER 1975 QUARTER AND WHEN ADJUSTED FOR POPULATION INCREASES AND PRICE INCREASES, TURN-OVER PER CAPITA WAS 3.4 PER CENT BELOW (REPEAT BELOW) THE SEPTEMBER 1975 QUARTER.

4. WITH THE ABOVE CORRECTIONS AND ALSO CORRECTIONS FOR SEASONAL FLUCTUATIONS, PER CAPITA TURNOVER FELL 2.5 PER CENT BETWEEN THE JUNE 1976 AND SEPTEMBER 1976
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QUARTERS. (RETAIL SALES FOR THE MARCH 1976 QUARTER

WERE 3.4 PER CENT ABOVE THE JUNE QUARTER).

5. THE STORE TYPES SHOWING THE LARGEST DECLINES
IN SALES TURNOVER AT CURRENT PRICES BETWEEN THE JUNE
1976 AND SEPTEMBER 1976 QUARTERS ARE APPAREL, FOOTWEAR
AND DEPARTMENT AND VARIETY STORES. BUTCHER SHOPS,
GROCERY AND DAIRY AND OTHER FOOD STORES, AND
HOUSEHOLD APPLIANCES REGISTERED THE MOST NOTABLE GAINS.
SELDEN

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